WCSR *Smith College*

10½ Prospect Street, Northampton, Mass.

600 on your dial

January 9, 1955

Mr. Charles E. Crossland
Assistant to the President
University of Maine
Orono, Maine

Dear Sir:

We were very glad to receive your letter showing interest in our radio station. We are very willing to give you some information in this letter about our procedure, but as you can well imagine it is very hard to describe everything by correspondence.

Our station forms a network with Amherst College by means of a telephone line and right now are in the process of changing our method of transmission to carrier current.

WCSR is financed by local and national advertisers. We receive no money from the college to pay for the station.

The training or heeling program for the station differs with each department. To begin the program there is one general meeting for all those interested in joining the station at which time each girl decides for what department whe is going to train. T he training for each department is as follows. The technical department gives two or three ½ hour lessons on the operation of the board and when the girl is proficient at running it she takes a practical and theoretical test. The advertising department gives lessons in writing copy, soliciting ads, sales technique and billing. Music teaches its trainees about cataloging, filing, and ordering records. In publicity the hellers learn to deal with the News Office of the college, make posters, and practice writing promotion copy for the campus organizations. Finally heelers for production write scripts, practice announcing, ad lib, read scripts, and commercials, learn broadcasting technique, timing and are given announcing tests. The acceptance of a heeler into the department is decided by the department head depending upon the girls skill, enthusiasm, and participation during the training period.

I hope that this information will be of help to you. If you have any other questions please write us again.

Very truly yours,

Camilla Davis
General Manager, WCSR

CD:mg

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